

USA TODAY/GALLUP POLL

MAY WAVE 1

-- FINAL TOPLINE --

Timberline: 927510
G: 347
Princeton Job #: 10-05-007

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Results are based on telephone interviews conducted May 24-25, 2010 with a random sample of **1,049**—adults, aged 18+, living in the continental U.S., selected using a random-digit dial sampling technique.

For results based on the total sample of national adults, one can say with **95%** confidence that the margin of error is **±4** percentage points.

For results based on the sample of **946** registered voters, the maximum margin of sampling error is **±4** percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of **150** cell phone only respondents and **850** landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in the U.S. All reported margins of error include the cumulative design error.

In addition to the

9. Next, we'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about -- [ITEM A READ FIRST, THEN ITEMS B-E READ IN RANDOM ORDER, THEN ITEMS G-F READ IN RANDOM ORDER, THEN ITEM H READ]?

A. Barack Obama

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>2010</u>				<u>2008</u>			
2010 May 24-25	54	43	3	2008 Feb 8-10	58	34	8
				2008 Jan 30-Feb 2	59	32	8
2010 Mar 26-28	52	48	1	2008 Jan 10-13	59	32	9
<u>2009</u>				<u>2007</u>			
2009 Dec 11-13	56	42	2	2007 Dec 14-16	57	30	13
2009 Oct 16-19	55	42	3	2007 Nov 30-Dec 2	53	33	13
2009 Oct 1-4	56	40	4	2007 Nov 2-4	53	30	17
2009 Jul 10-12	66	33	1	2007 Oct 12-14	53	32	15
2009 May 29-31	67	32	1	2007 Oct 4-7	54	27	19
2009 Mar 27-29	69	28	3	2007 Sep 14-16	56	29	15
2009 Jan 9-11	78	18	5	2007 Sep 7-8	48	32	21
<u>2008</u>				2007 Aug 13-16	52	29	19
2008 Nov 7-9	68	27	4	2007 Aug 3-5	48	34	18
2008 Oct 31-Nov 2 †	62	34	4				